MapInfo™
For Macintosh

See Your Data

MapInfo for Macintosh is a powerful software analysis tool that helps you literally "see" new information within your existing database. MapInfo for Macintosh works directly with your current database or spreadsheet by linking your data with maps allowing you to visually spot sales trends, locate new branch locations, track crimes or evaluate new land subdivisions.

MapInfo for Macintosh enables you to analyze all of your geographic data graphically to manage your resources more intuitively, make decisions based on better information and spot trends and opportunities you never knew existed. Your information is transformed into a powerful graphic display. Create pin maps, shaded maps and presentation quality output that you can incorporate into your desktop publishing program. When you visually manage your data with MapInfo for Macintosh, your career and your company benefit because you "see" your data.

Thousands of professionals are using solutions from MapInfo Corporation in hundreds of unique applications to manage resources more effectively, make better decisions, save time and money, and spot new trends and opportunities.
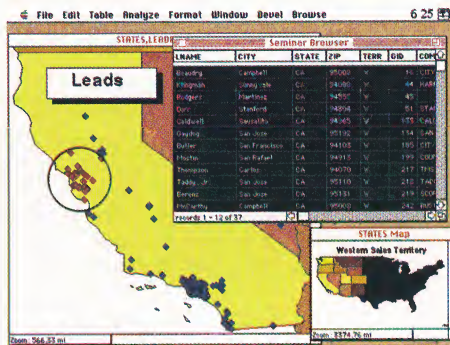
View your data three different ways at the same time: as a map or overlayed on a map, as rows and columns and as a graph. Select a group of customers from your database and concurrently see the customer locations pinpointed on a map and graphed by sales dollars.

Utilities and telecommunication companies use MapInfo to route cables, locate trouble areas, even call-before-you-dig operations. They use MapInfo to overlay data and automatically find addresses on street maps available for the entire U.S.
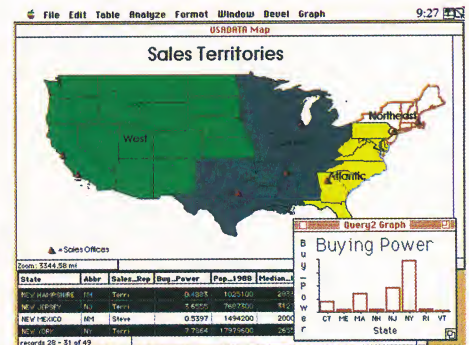
Governments use MapInfo to plan land use, manage resources, and assess properties.

Sales and marketing executives use MapInfo to create territories, locate prospects, identify new markets, and track the competition.
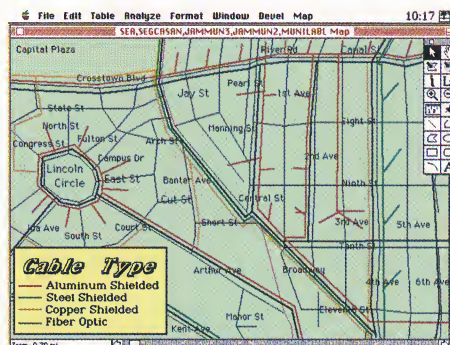
Police and fire departments use MapInfo to help uncover crime trends, take inventory of hazardous materials and dispatch emergency vehicles.
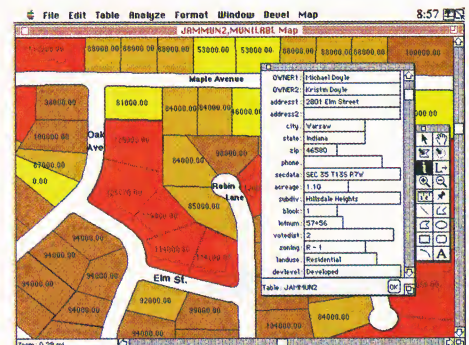

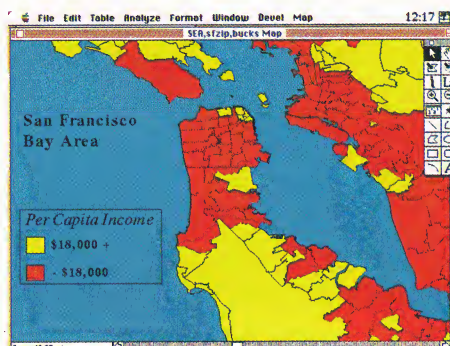Identify sales within 20 miles of your seminar location.

Create new sales territories where new growth opportunities exist.

Shade telephone cable lines by fiber type.

Highlight all land parcels that have not been reassessed in the past 18 months.

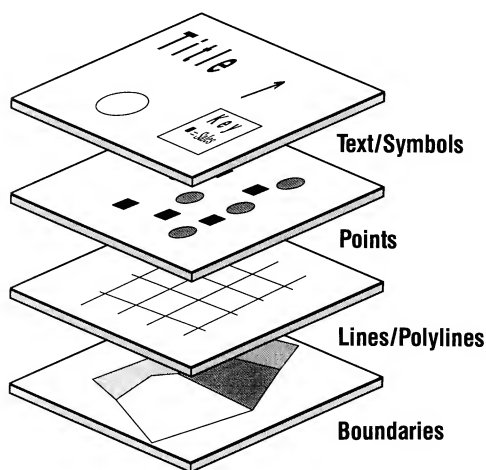Select and shade ZIP codes where the per capita income exceeds $18,000.

Locate crimes committed in the past ten days within 1 mile of Jefferson Park.

For Macintosh

Visually manage all of your data

MapInfo Desktop Mapping software for the Macintosh displays your data on maps that we supply or drawings that you create. The powerful combination of merging your data with maps lets you perform geographic analyses and data manipulation like never before. With MapInfo for Macintosh, you can visually manage all of your data.

Text/Symbols

Points

Lines/Polylines

Boundaries

■ You can overlay layers of data such as land-use maps, soil maps, streets, parcels and utilities.

MapInfo™

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Works With Your Existing Data

MapInfo for Macintosh works with your current database, spreadsheet or tab delimited ASCII data. No importing or exporting is necessary. MapInfo takes your address related information and helps you visualize it. Activities like the following: "Highlight the tax parcels where the assessment is greater than $150,000 and where the zoning is residential" or "Which serious crimes were committed within 5 miles of this point in the past 30 days?" are simple to perform with MapInfo for Macintosh.

Three Ways to Look at Your Data

Current databases give users only one view of their data — a textual view. MapInfo for Macintosh provides three different views. Like your currrent database, you can browse many records at a time. Beyond this textual capability, MapInfo can graphically portray records as bar graphs and pie charts. Databases can also be overlayed on maps that MapInfo provides or on those you create.

Shaded Boundaries, Points, Lines and Objects

MapInfo can quickly determine which database records are within a boundary and can count, sum or average values for a specific field (e.g., average per capita income by ZIP code). MapInfo colors or shades boundaries based on these data values, and helps you see the big picture at a glance. MapInfo's powerful analytic capabilities can also be applied to points, lines and objects. For example, a telecommunications company shades its fiber optic lines by fiber type. Sales organizations color code their pin maps of sales leads by size of customer or opportunity size.

Hot Views —
A New Technology That Goes Beyond Hot Links

With multiple ways of viewing your data, Domain Messaging assists the user in seeing geographical patterns that exist. Domain Messaging lets the user make changes to any one of the three data views and see the changes automatically reflected in the other windows. For example, select customers by sales volume and immediately see those customer records pinpointed on a map and graphed by sales dollars. Change the customer selection and see your graphical data selection change before you.

Advanced Query Language

MapInfo for Macintosh has built-in relational database-functions which allow you to perform a wide variety of search and sort operations. It allows you to use SQL, the industry standard language, to define and manipulate data. MapInfo for Macintosh lets you perform powerful "what if?" geographic analysis. It can answer questions like: "What if we targeted the direct mail piece to ZIP codes where the per capita income exceeded $23,000?"

Quick Data Location.

MapInfo for Macintosh finds the records in your database by any geographic data such as ZIP codes, counties or street addresses. Depending upon which map you use, you can enter a ZIP code and MapInfo for Macintosh pinpoints it on the map. Type an address in an urban area and the program locates it to the correct block and side of the street.

Thousands of Maps Available — Down to Street Level

MapInfo for Macintosh comes with a map of the world and a map of the United States with all state boundaries and ZIP code centroids. You can also use any of the thousands of digital street maps that are available from MapInfo Corporation. With its easy-to-use drawing features, you can use MapInfo to update maps from any source or create your own from scratch. Annotate the maps with legends, symbols and labels.

Quality Output—Use with Desktop Publishing

MapInfo for Macintosh creates high quality presentation output to PostScript devices, color and dot-matrix printers and pen plotters. You can also send the output to a PICT file for use in a Desktop Publishing package, slide making service or other Macintosh application.

System Requirements.

Macintosh system with a minimum of 1Mb of memory and a hard disk drive. System 4.1 or later.

CHANGING THE WAY THE WORLD LOOKS AT INFORMATION®